

SHARED SUCCESS

National ACP Day Awareness Campaign 2019 Engagement Highlights

April 16th is National Advance Care Planning Day, a day to promote conversations about your values and wishes for your future care. This year's theme was, "The space between guessing and knowing can be closed with a conversation," the theme resonated with many as seen by the uptakes listed below.

Speak Up
Website

2000
Visits
on April 16th

83%
New visitors

Age
Demographics
25-34 (33%)
18-24 (27%)



SOCIAL MEDIA



INSTAGRAM

9.5k
Impressions!
382 follows



TWITTER

12.5k
#ACPDAY2019
ONE DAY HITS

34.8k
Impressions

3,269 Followers



FACEBOOK
250 shares

47k
POST OUTREACH

16.4k
Video views

1,226 follows

ACP DAY WEBINAR

Let's Speak Upstream:
Advance Care Planning Trends in Canada

50 participants
from across Canada



Media coverage
RADIO - TV - PRINT
spanning coast-to-coast

The ACP day 2019 press-release (EN + FR) had over than 25 pickups by media and print news in one day.

Several media outlets requests article/radio interviews including:
CBC Vancouver, 900 CHML Health and Wellness show, Global news: Edmonton, Saskatoon StarPhoenix, Millstone news, Regina Leader-Post, The intelligencer and le journal l'Atelier de l'UQAM.

12k
Views



Walter Gretzky Video

"As a parent, its very important for me to have a talk with my family members, my kids and my loved ones."

Walter explains how ACP helped his family members know about his wishes and values. This video was shared more than 300 times on social media and was well recieved by the audience!

Speak Up · Parlons-en

Canadian Hospice Palliative Care Association
Association canadienne de soins palliatifs

